

## AMENDMENT IN THE CLAIMS

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1. (Cancelled)

2. (Currently Amended) A DVD comprising:

a first digital work;

a second digital work including ~~one of~~ a first outcome, which awards a prize,  
and a second outcome, which does not award said prize; and

a DVD medium bearing said first digital work and said second digital work.

3-61. (Cancelled)

62. (Currently Amended) A method of awarding a prize with a DVD, said method  
comprising:

storing a digital work on said DVD;

storing a first game play on said DVD;

employing said first game play having ~~one of~~ a first outcome and a second  
outcome; and

selectively awarding a prize based upon the first outcome of said first game  
play, and providing a second game play based upon the second outcome of said first game  
play.

63. (Original) The method of claim 62 further comprising:

providing said second game play on a communications network.

64. (Original) The method of claim 63 further comprising:

employing the Internet as said communications network.

65. (Original) The method of claim 63 further comprising:

collecting demographic information in connection with said step of providing  
said second game play on said communications network.

66-68. (Cancelled)

69. (Currently Amended) A method of advertising using a DVD, said method comprising:

- providing an advertisement on said DVD;
- displaying said advertisement;
- ~~displaying~~ presenting at least one question after said step of displaying said advertisement, wherein the at least one question is associated with said advertisement;
- receiving at least one response to said at least one question;
- determining if said at least one response is correct;
- providing a game play if said at least one response is correct;
- employing said game play having one of a first outcome and a second outcome; and
- awarding a prize based upon the first outcome of said game play or displaying a digital work based upon the second outcome of said game play.

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cont.

70. (Currently Amended) The method of claim 69 further comprising:

- employing a commercial as said advertisement; and
- ~~employing at least one of said at least one question associated with said commercial.~~
- including at least one clue within said commercial on said DVD; and
- presenting said at least one clue on said DVD in association with the displaying of the commercial.

71. (New) A DVD comprising:

- a first digital work;
- a commercial, which is separate and distinct from said first digital work, said commercial including a first outcome, which inhibits said first digital work, and a second outcome, which displays said first digital work; and

a DVD medium bearing said first digital work, and said commercial.

72. (New) A method of advertising using a DVD, said method comprising:

- providing an advertisement including at least one clue on said DVD;
- displaying said advertisement and said at least one clue;
- receiving at least one response;
- determining if said at least one response meets a predetermined condition;
- providing a game play if said at least one response meets said predetermined condition;
- employing said game play having one of a first outcome and a second outcome; and
- selectively awarding a prize based upon the first outcome of said game play and displaying a digital work based upon the second outcome of said game play.

73. (New) The method of Claim 72 further comprising:

employing a commercial as said advertisement;

employing a plurality of said clues; and

employing a plurality of codes corresponding to said clues.

74. (New) The method of Claim 73 further comprising:

receiving a plurality of said responses;

determining if one of said responses was received within a predetermined time after displaying a corresponding one of said clues; and

providing a corresponding one of said codes if a corresponding one of said responses was within said predetermined time.

75. (New) The method of Claim 74 further comprising:

determining if another one of said responses was received within said predetermined time after displaying another corresponding one of said clues; and

providing a corresponding one of said codes if another corresponding one of said responses was within said predetermined time.

76. (New) The method of Claim 73 further comprising:

receiving said codes;

initiating said game play in response to said codes; and

awarding said prize in response to the first outcome of said game play.

77. (New) The method of Claim 72 further comprising:

awarding at least one of money, a good and a service as said prize; and

displaying information related to said prize.

78. (New) A method of advertising using a DVD, said method comprising:

providing an advertisement including at least one clue on said DVD;

displaying said advertisement;

displaying said at least one clue;

receiving at least one response associated with said advertisement;

determining if said at least one response meets a predetermined condition;

providing a game play if said at least one response meets said predetermined condition;

employing said game play having one of a first outcome and a second outcome; and

awarding a prize based upon the first outcome of said game play or displaying a digital work based upon the second outcome of said game play.

79. (New) The method of Claim 78 further comprising:

displaying said at least one clue before displaying said advertisement.

80. (New) The method of Claim 78 further comprising:

displaying said at least one clue after displaying said advertisement;

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redisplaying said advertisement; and

receiving said at least one response during said step of redisplaying.

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